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Introduction

This audit covers the area bounded by Martin Luther King Jr. Boulevard, on the east by Trinity Street, on the south by 10th Street, and on the west by Lavaca Street. Outlying buildings include the William P. Clements Building located at 300 West 15th Street and the Ernest O. Thompson Building located at 920 Colorado Street.

The scope of the audit is to assess the existing wayfinding and signage elements within the entire district, document our findings, and set forth preliminary recommendations for creating a more seamless wayfinding experience. In so doing, there are opportunities for creating a greater and more powerful sense of place, while enhancing overall user experience in this District.

These twenty-five acres of the original Capitol grounds have been designated to serve long-term needs of the state government. In 1941, the Texas Legislature passed a joint resolution stating that “meeting space needs for state government by constructing, renting or purchasing facilities in widely separated parts of Austin was tending to lower the efficiency of state government.” The legislature therefore created a “Capitol Planning Commission” to plan for the expansion of a complex from the historic Capitol building northward “between Colorado and Brazos” to what was then 19th Street.

Approach

We first assessed the grounds immediately surrounding the Capitol. This area is bounded by 15th Street on the north, 11th Street on the South, Lavaca on the West, and Trinity to the East.

Designating 15th street as the dividing line is convenient as the north and south areas are distinct in character, and in visitor type.

Generally speaking, there is a higher concentration of tourists visiting south of 15th, while visitors north of 15th are more often visiting for business purposes or as employees of the agencies in the area.

We wanted to determine whether the Signage and Wayfinding found on the Capitol Grounds would prove to have the character, organization and place-making qualities of a system that could be adapted or extended to the area north of 15th Street.

To get our team into the mindset that might be present with visitors to the area, we created user scenarios or scripts for them to follow. They were intended to simulate the journeys that might be taken, and began with starting points that brought the visitor to the area from different cardinal directions. Without suggesting that this is an extensive transportation study, we did utilize different means of transportation to gather information.

The user teams followed the scripts, captured observations and experiences and documented findings from the outings. These findings provide insight into understanding how the existing signage operates and its effectiveness for a typical user.

The document identifies preliminary recommendations for creating a more seamless wayfinding experience, that can help create a greater and more powerful sense of place, and enhance the overall user experience.

Capitol Grounds South of 15th Street



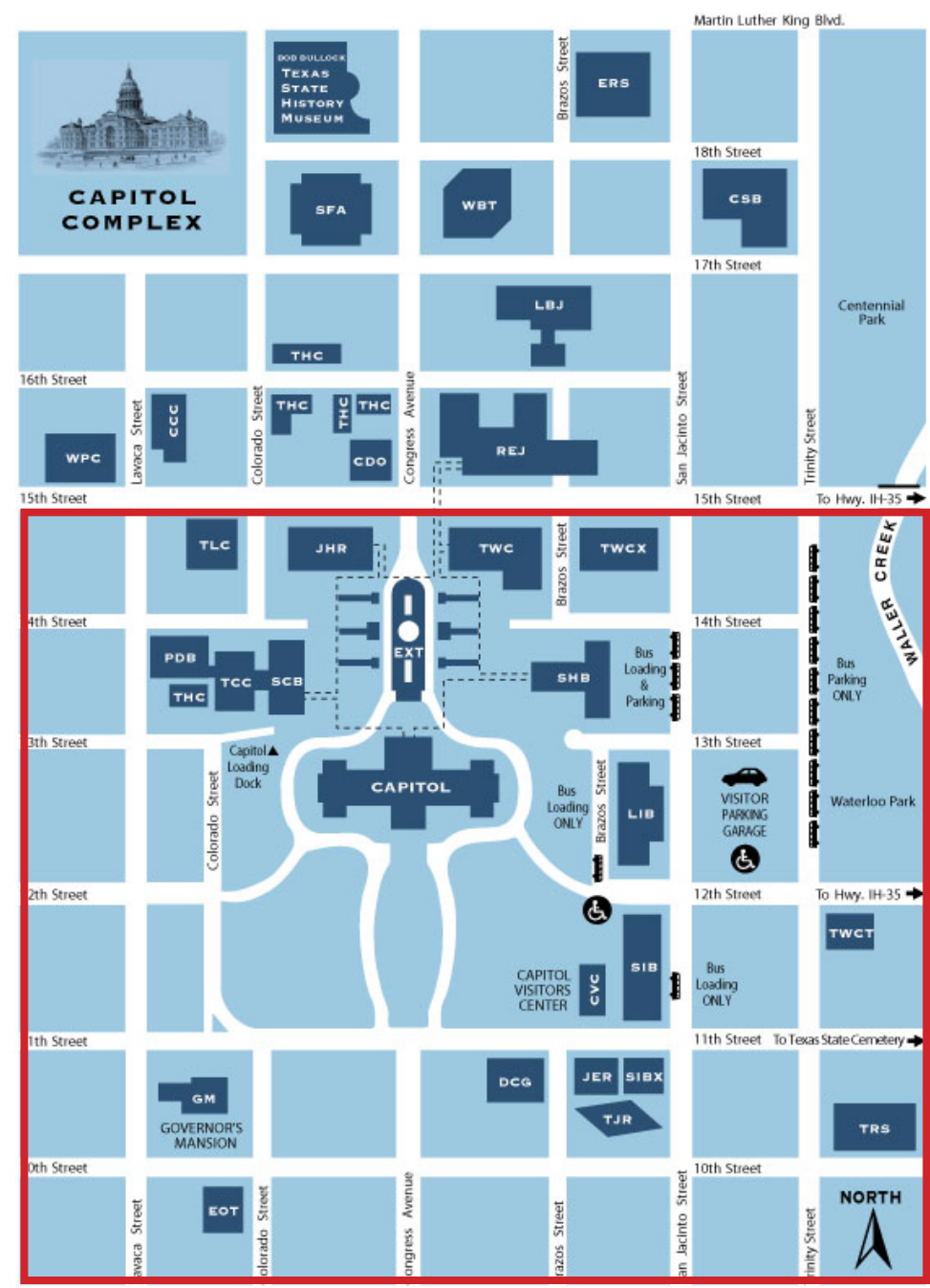
Capital Grounds South of 15th Street

The purpose of this section is to audit and assess the existing Capitol wayfinding signage to determine if it can be expanded to the greater Capitol Complex.

This section followed three routes, using fairly typical approaches for visitors to the area South of 15th Street into the Capitol Complex.

Several key destinations surrounding the Capitol Complex are identified, and we note the information that is available for guiding users to those destinations.

The teams following the route studies utilized maps, signs, digital wayfinding and verbal information to find their way. By testing many variables, the findings will provide a better understanding of how people approach their destinations and what they encounter.



User Journey #1

Approach from North

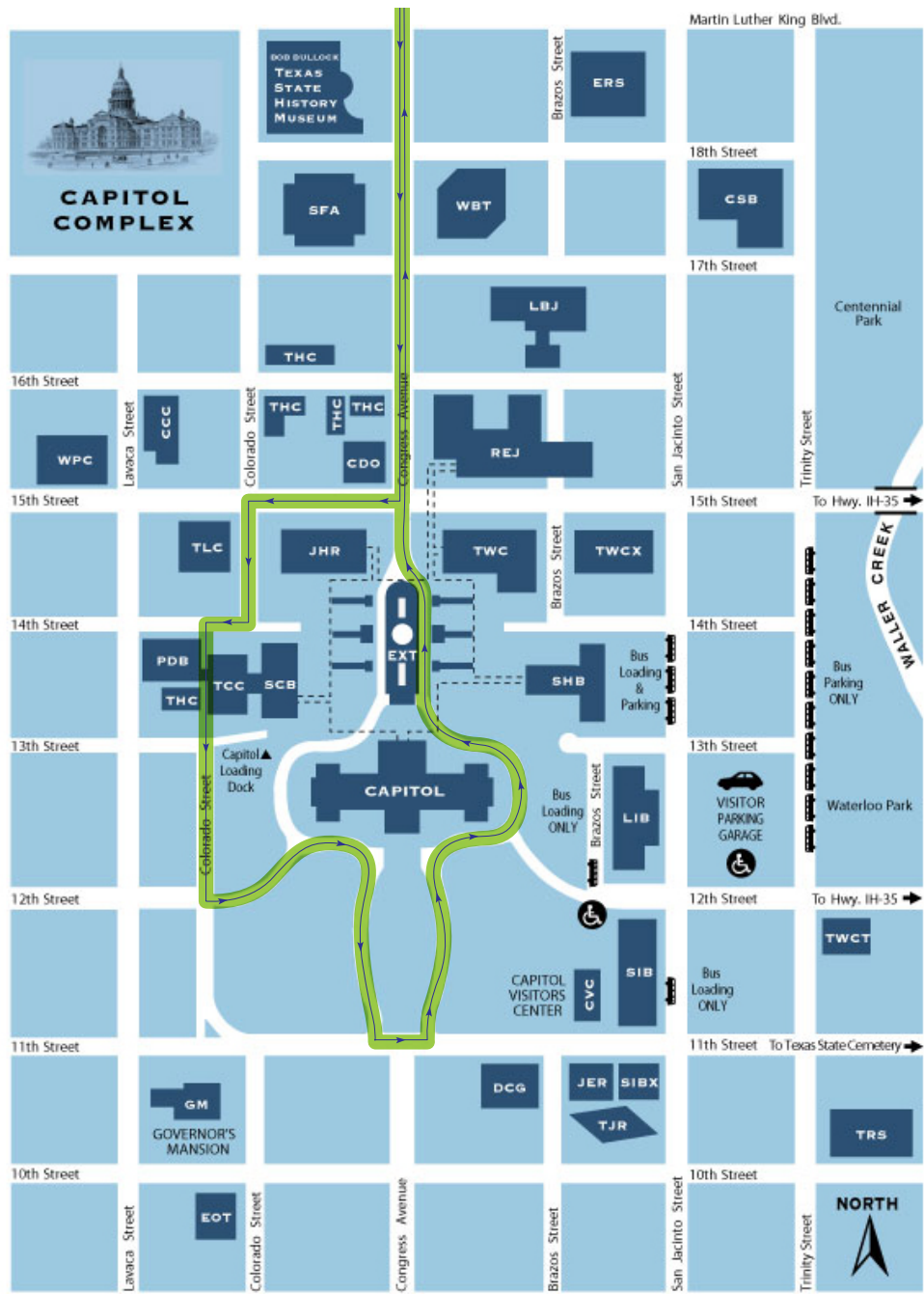
A University of Texas (UT) student walks to the Capitol Complex to visit the Texas State Law Library in the Tom C. Clark Building for a research project. On the return, she takes a leisurely walk though the Capitol Grounds to return to campus.

The student approaches the Library from the UT McCombs School of Business. From the business school, she walks south on Speedway through the grounds of the Blanton Museum, and crosses MLK onto Congress Avenue.

After walking south 4 blocks, at 15th Street she heads west to Colorado Street.

At the light she crosses 15th street, and takes a jog south on Colorado Street one block, then west on 14th street, and then south on Colorado to arrive at the Library.

On the way back, she loops through the Capitol Grounds.



Observations

The existing Capitol Complex wayfinding system does not include prominent pedestrian directionals or orientation maps. The absence of these wayfinding tools hinders the user's ability to navigate to major destinations or determine clear accessibility routes.



1 No orientation maps are present along either side of Congress Avenue.



1 There are no existing Vehicular or Pedestrian Directionals leading to the Capitol.



1 There are a minimal amount of orientation maps within the Capitol Grounds.



1 Accessible Route maps are poorly placed and not highly visible to the user.

User Journey #2

Approach from East

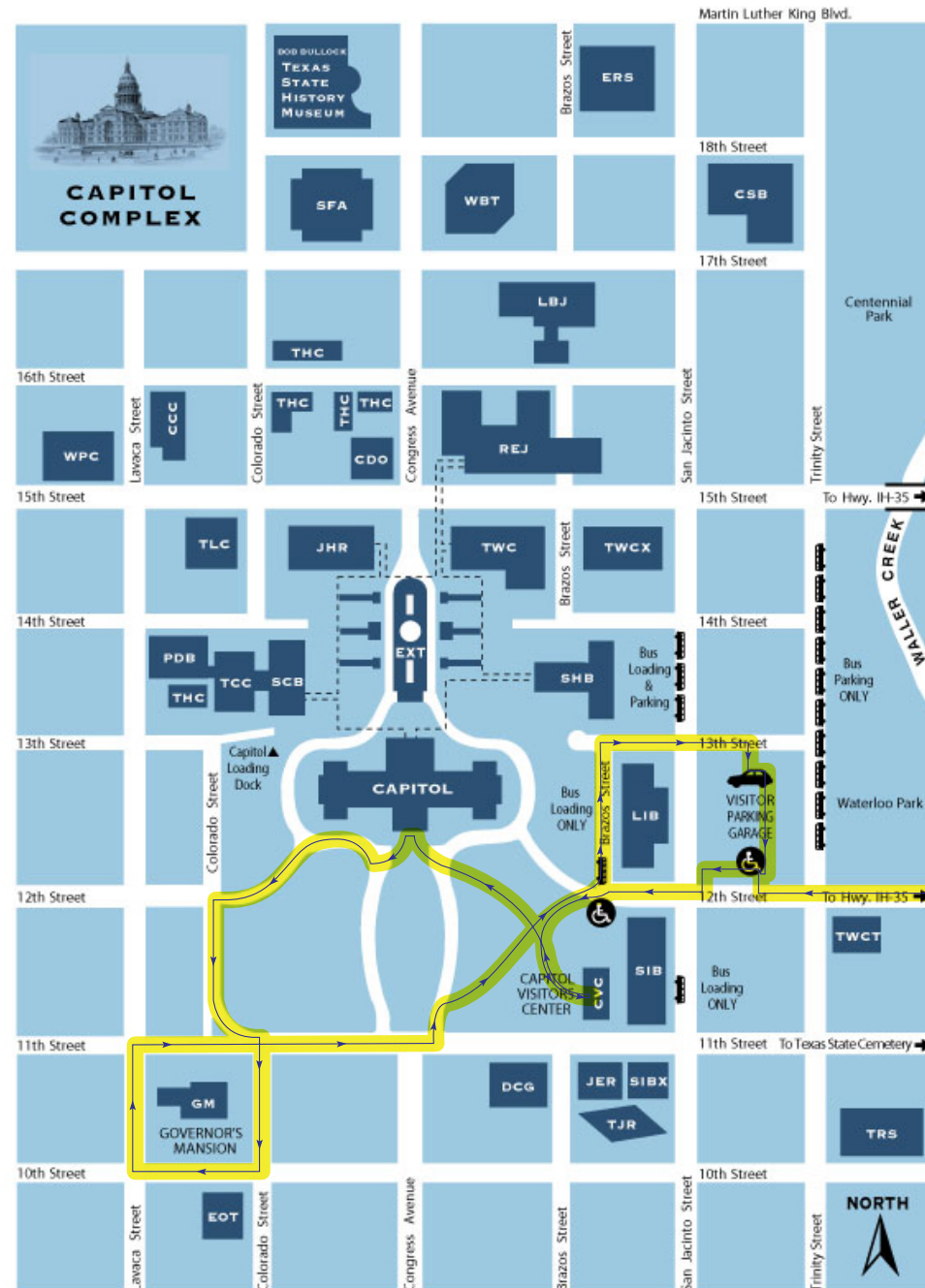
A family on vacation is driving into Austin for a scheduled tour of the Governor's Mansion.

They approach from I-35, and learned from the Governor's Mansion web page that there is a Visitor's Parking Garage at 12th Street and Trinity. They approach the garage from 12th Street, east of the Capitol.

After parking, the group heads over to the grounds, via 12th Street, and goes into the Capitol Visitor's Center to pick up a map.

They walk over to the south entrance of the Capitol Building and then loop around to the Governor's Mansion, using their map to point them in the correct direction.

Their return route to the parking garage involves heading east via 11th St. and then through the Capitol Grounds back to the parking garage.



Observations

Interior wayfinding within the Capitol Visitor's Parking Garage currently utilizes damaged and temporary signage for navigation.

Within the Capitol Grounds there is a minimal amount of pedestrian-facing signage that directs to surrounding destinations or landmarks.



2 Interior Garage Signage is damaged which hinders functionality.



3 Pedestrian Signage within Capitol Grounds directs to adjacent streets but not to surrounding destinations or landmarks.



2 Capitol Entryway Identification varies in placement and utilizes temporary signage.



2 There are no public sidewalks that surround the Governor's Mansion, forcing pedestrians to find alternate routes.

User Journey #3

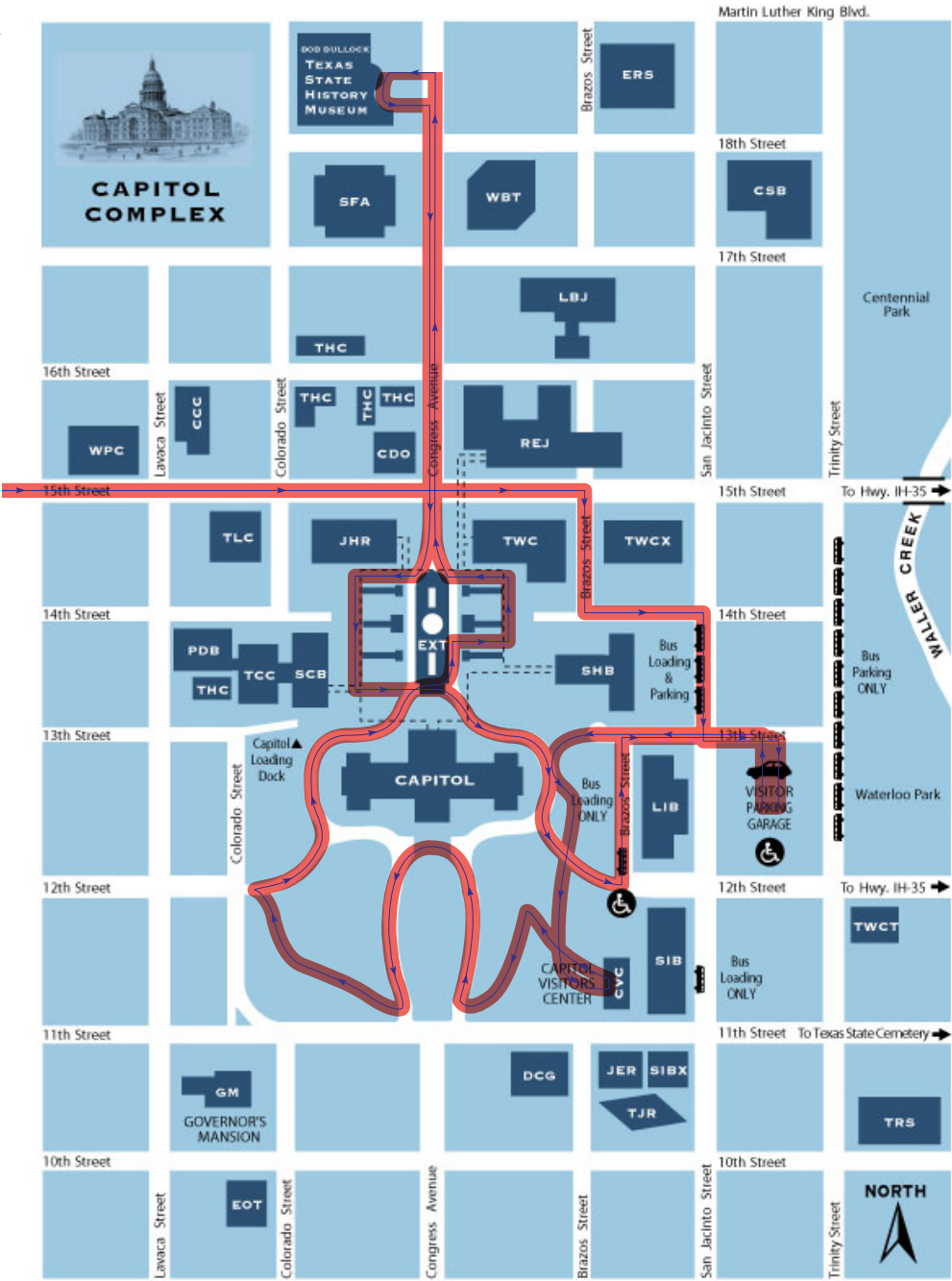
Approach from West

A group of friends plan to take a picnic to enjoy the outdoors at the Capitol Grounds, they then go to the Bullock IMAX® Theater for a movie.

The group drives into the district from the west, coming in on 15th street. They take Brazos Street to go south and then jog east on 14th, south on San Jacinto and then east again on 13th Street to find the Capitol Visitor Parking Garage. They chose to park here because the rates are slightly better than the Bullock Parking Garage and they wanted to take a visitor to see the Capitol Grounds.

After parking, they meander a little through the Capitol Grounds, find a spot for a picnic, and then make their way north up Congress Ave. From there it's a straight shot north to the Texas Spirit Theater at the Bullock Museum at Congress and MLK.

Their return trip follows a similar path through the Capitol Grounds back over to the Visitor Parking Garage.



Observations

Vehicular signage is clear for directing to the Capitol, but direction to the Visitor's Parking Garage is minimal, and relies on city signage. This makes it difficult for the user locate designated parking to tour the Capitol Grounds.



3 Wayfinding Signage directing to the Capitol Visitor's Garage Entrance is minimal and not prominent to vehicular traffic.



3 Temporary Signage within the Garage varies in placement and visibility.



3 Temporary signage is used within the Capitol Grounds to direct to major entryways.



3 Pedestrian Signage within Capitol Grounds does not direct back to surrounding destinations such as the Bob Bullock Museum.

Observations

The summaries shown on previous pages represent a small number of the documented conditions. From the three journeys, we have organized the photographs by condition, rather than by user script.

The following pages document observations from the user journeys described on the previous pages. These photographs are taken within the area of the Capitol complex bounded on the South by 10th Street, and on the North by 15th Street.

The audit team photographed signage, wayfinding elements, placemaking elements and other notable situations on their journeys following the user scripts.

Photographs shown here are representative observations, and are organized by the following categories: Regulatory Signage, Building Identification, Vehicular Wayfinding, Use of Maps, Visitor Engagement (monuments, destinations, etc), Wayfinding directionals, and Garage signage.

Regulatory Signage

User Journey Photos

Getting To Capitol

The overall regulatory signage within the Capitol Grounds varies in appearance, adds to visual clutter, and is typically negative in tone.



Regulatory signage varies in size and height. Signage visually clutters the environment. No clear datum line.



3 Signage is unwelcoming and typically negative in tone.



Regulatory signage is generally overwhelming and often duplicative in nature. Signage does clearly indicate what type of permit is necessary for each parking lot.



2 Signage directing to the Visitor Parking is minimal.

Building Identification

User Journey Photos

Getting To Capitol

Building identification for State Buildings within the Capitol Complex are subtle.

Identification is not very visible from either a vehicular or pedestrian perspective.



3 Building Identifiers are not clearly visible to vehicular traffic at greater distances.



Building markers are not visible from every facade.



3 The Texas Department of Public Safety does provide a clear and visible building identifier from various distances.



3 Building Names are obscured by landscaping and environmental obstructions.



3 Building ID's are not clearly visible from pedestrian crossings.



Identifiers are not clearly legible due to placement and lack of contrast of letterforms with their background.

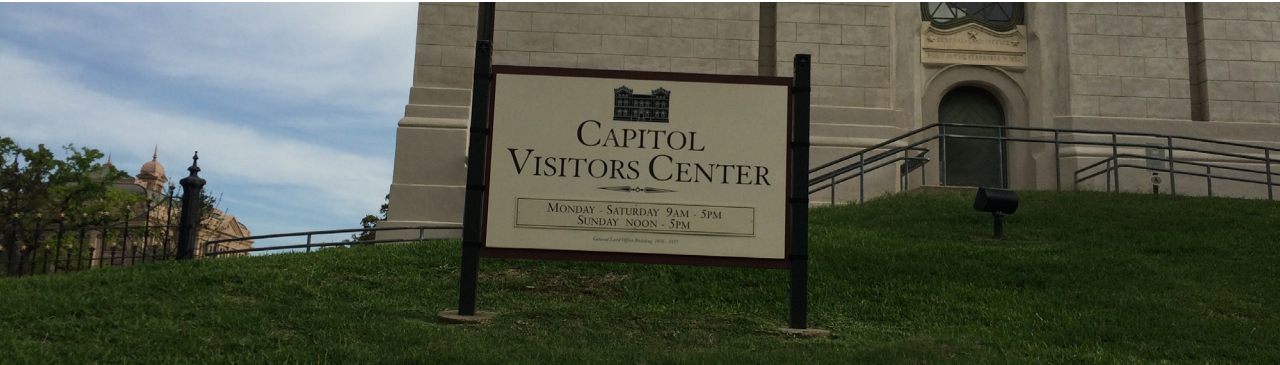


Building Identification

User Journey Photos

Getting To Capitol

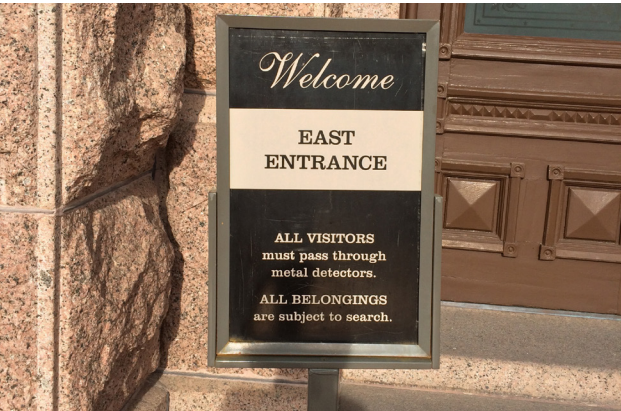
Building Identification for the Capitol Visitor’s Center varies from each entryway of the building.



2 Capitol Visitor's Center Signage varies in format.



Entrance Signage is not clearly visible for pedestrians from greater distances.



2 Capitol Entryway identification varies in placement and utilizes temporary signage.

Vehicular Wayfinding

User Journey Photos

Getting To Capitol

Vehicular signage is clear for directing to the Capitol, but direction to the Visitor’s Parking Garage is minimal, and only relies on city signage.

A Google Map search to the Texas Capitol directs to the Capitol building, but not to the Capitol Visitor’s Parking Garage.



2 Vehicular signage is clear for directing to the Capitol. Signage directs to the Capitol building itself, and not necessarily the Capitol Complex.



2 Vehicular Signage that directs to Major Landmarks is minimal and is typically City of Austin signage.



Signage lacks clear direction into the Capitol Complex and does not define its boundaries.



3 Vehicular Wayfinding to the Capitol Visitor's Parking Garage is minimal and typically produced by the City.



3 Wayfinding signage directing to the Capitol Bus Loading Zone is inconsistent.



3 Vehicular signage is sometimes obstructed by landscaping elements.

Governor's Mansion Signage Audit

User Journey Photos

Getting From Capitol

The Governor's Mansion is identified on brochures and maps, but not on the signage that surrounds it. We recognize that access is limited and not encouraged unless part of a scheduled event or tour.



2 Regulatory signage surrounding the Mansion is unwelcoming and non-official in presentation.



2 There are no public sidewalks that surround the Governor's Mansion, forcing pedestrians into traffic.



2 The Governor's Mansion is not clearly marked for visitors.



2 The Governor's Mansion is not clearly identifiable for vehicles at typical distances.

Map Signage Audit

User Journey Photos

Navigating Within Capitol

There are few orientation maps located throughout the Capitol Grounds. The map style is inconsistent.

Placement of maps is not convenient.



2 Map styling is inconsistent throughout the Capitol Grounds.



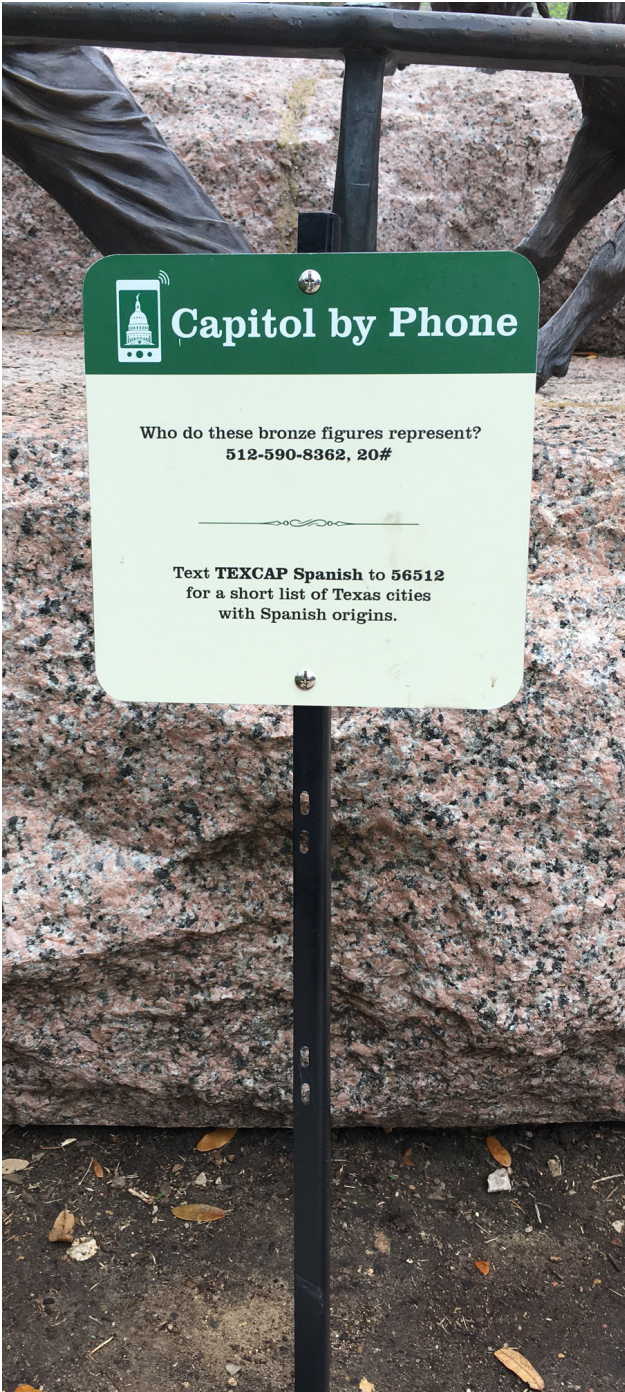
2 There are a minimal amount of orientation maps throughout the site.



2 Orientation maps are placed poorly and not highly visible to the user.

Navigating Within Capitol

Overall, the use of elements to engage and elicit interaction from visitors is inconsistent.



3 Some signs suggest the user to use their phone, others suggest to use a QR code. The user interaction is inconsistent.



3 User interaction signage could be placed in more visible locations.



3 Not all monuments have opportunities for User Interaction. There is not a directory for the location of monuments.

Accessible Route Signage Audit

User Journey Photos

Navigating Within Capitol

Accessible route signage varies in styling, messaging, placement, and size throughout the Capitol Grounds.



② Temporary Signage is used throughout the Capitol Grounds for Accessible Route identification.



②



② Accessible Route ID's vary in placement and in visibility to the user.



Accessible Route Signage varies in styling, messaging and overall presentation.



Capitol Visitor's Garage Signage Audit

User Journey Photos

Getting To Capitol

Upon approach to Capitol Parking Garage, the signage on 12th street is misleading as it appears that the driver is being directed to continue further down the street.

When the driver misses the Parking Garage entrance, there is no other signage to direct the driver to an alternate entrance.

As with other signage found in the district, the content is displayed inconsistently and there is no unifying identity being applied.



3 Wayfinding Signage directing to the Capitol Visitor's Garage Entrance is minimal.



3 Branding is not consistent with wayfinding signage within Capitol Grounds.



3 Clearance information varies from each entryway.



3 Some entrances contain a clearance bar and others list the clearance information.

Capitol Visitor's Garage Signage Audit

User Journey Observations

Getting To Capitol

Interior Garage Wayfinding is inconsistent and somewhat shabby. There is a reliance on temporary signage and damaged elements are in use which negatively impact the visitor's experience and ability to navigate efficiently.



3 Interior Garage Wayfinding directs to elevators but not to exit pathways.



3 Temporary Signage is used throughout the Garage for wayfinding needs.



3



3 Overall design is not consistent with wayfinding signage within Capitol Grounds.



3



3 Interior Garage Signage is damaged which hinders functionality.

Pedestrian Wayfinding Signage Audit

User Journey Observations

Navigating Within Capitol

Overall Pedestrian Wayfinding Signage is inconsistent in placement, format and style.

The effect is disjointed, in some instances feeling over-signed and cluttered and in other instances being placed in obscured conditions.



3 Primary Wayfinding Signage and Accessible route signage is overwhelming to the user.



3 Wayfinding and Accessible route signage differs in format and style.



3 Existing Wayfinding Signage is partially obscured by landscaping.



3 Temporary signage is used for Capitol Grounds wayfinding experience.



3 Capitol Gateway ID's are not consistent with other signage within the Capitol Grounds.

Conclusions

Capitol Grounds South of 15th Street

After a thorough audit and assessment of the existing Capitol wayfinding signage found in the southern half of the district, we do not believe that the system in this area is something that could be expanded northward nor form the basis of a system in the rest of the district.

- The regulatory signage within the Capitol Grounds varies in appearance and is typically negative in tone.
- Building identification for State Buildings within the Capitol Complex are subtle, and not easily visible either from a vehicular or pedestrian perspective.
- Vehicular signage is clear for directing to the Capitol, but direction to the Visitor’s Parking Garage is minimal, and relies on city signage.
- Building Identification for the Capitol Visitor’s Center varies at each entryway of the building.
- Accessible route signage is inconsistent in styling, messaging, placement, and size throughout the Capitol Grounds.
- Interior garage wayfinding utilizes temporary signage and damaged signage is in need of replacement.
- Overall pedestrian wayfinding signage is inconsistent in placement, format and style.

Capitol Grounds North of 15th Street



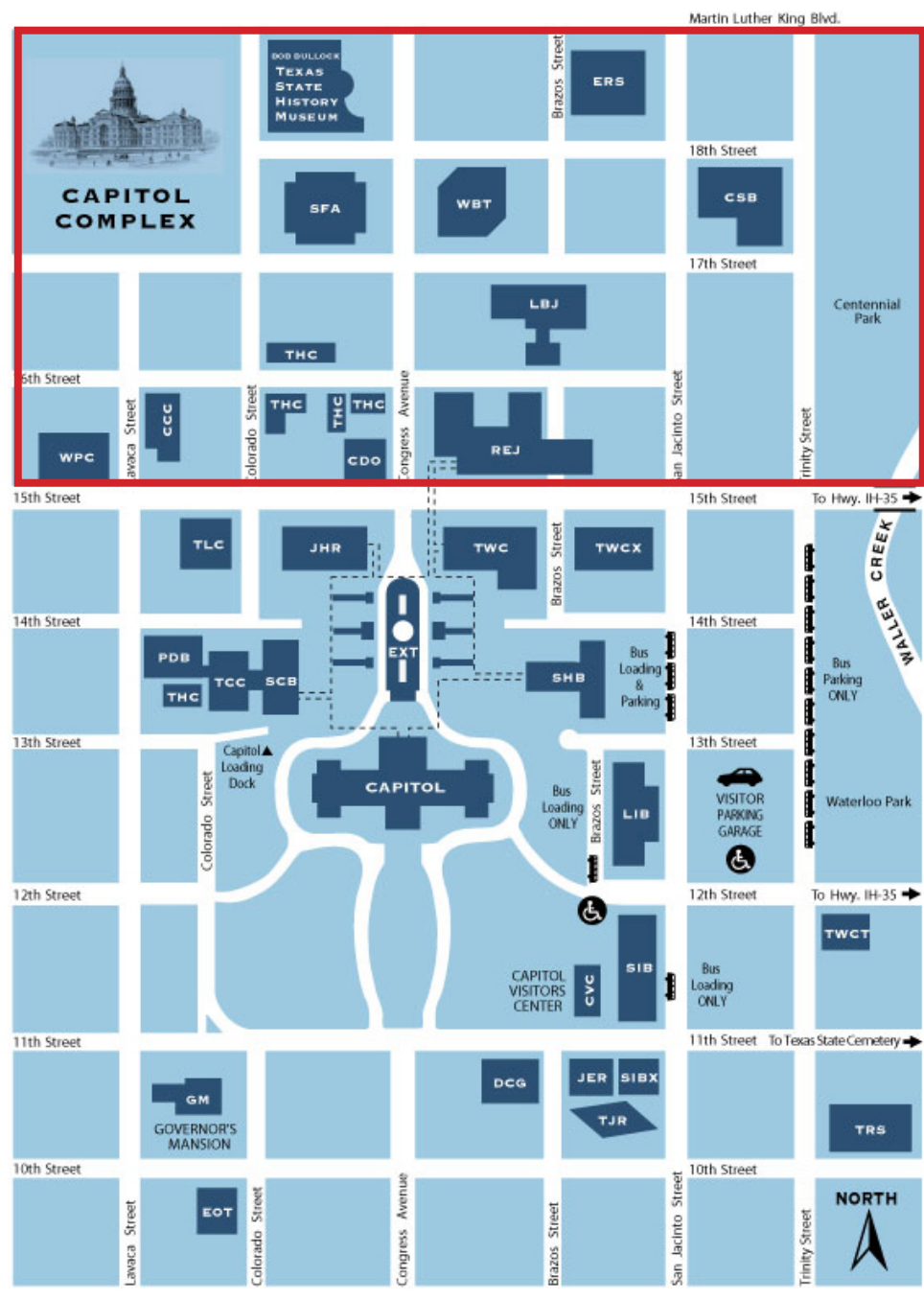
Capitol Grounds North of 15th Street

The purpose of this section is to audit and assess the existing Capitol wayfinding signage to determine if it can be expanded to the greater Capitol Complex.

This section followed three routes, using fairly typical approaches for visitors to the area South of 15th Street into the Capitol Complex.

Several key destinations surrounding the Capitol Complex are identified, and we note the information that is available for guiding users to those destinations.

The teams following the route studies utilized maps, signs, digital wayfinding and verbal information to find their way. By testing many variables, the findings will provide a better understanding of how people approach their destinations and what they encounter.



User Journey #4

Walking from the North

A University of Texas faculty member walks to the Texas Education Agency for a meeting.

He is approaching the District from The College of Education on foot. As part of the journey, he walks through the shaded grounds of the Blanton Museum, crossing MLK to head down Congress Avenue.

This is a two-block walk down Congress to the William B. Travis Building, housing the Texas Education Agency. His return route follows the same path back to the University.



This Google map represents the path of User Journey #1.

Observations

The Capitol Complex does not have a gateway presence indicating the user’s entry into the district. This creates an ambiguous boundary between the Complex and The University of Texas.



4 There is a lack of district demarcation announcing entry into the Capitol Complex.



4 Pedestrian crosswalk signage is minimal and oddly placed.



4 Identification for the William B. Travis Building is obscured by landscaping.

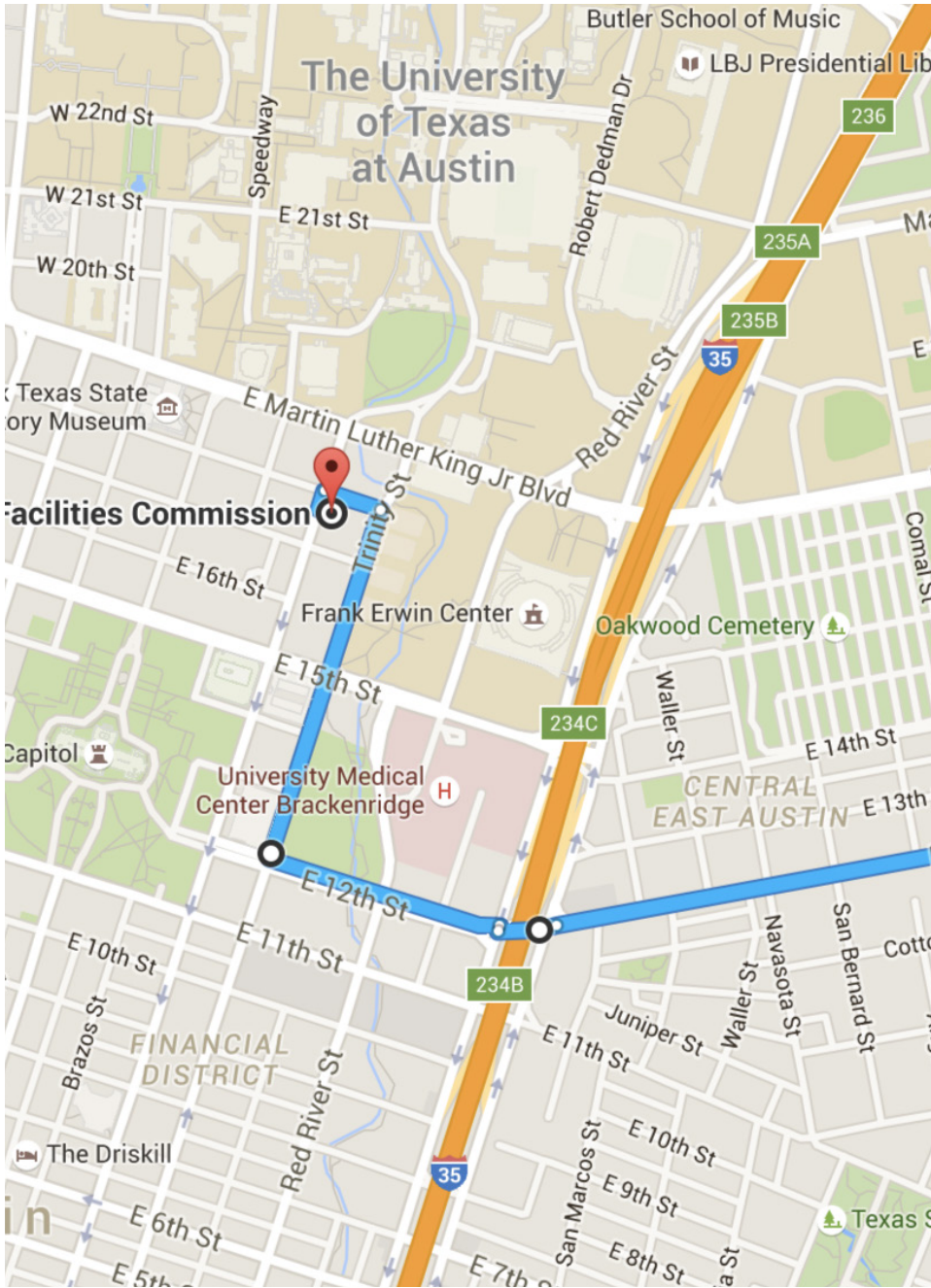
User Journey #5

Cycling from the East

Two East Austin residents ride their bikes to the Texas Facilities Commission to advocate for a park.

They approach via a designated bike lane on 12th street and then head North on Trinity Street. They then proceed West on 18th Street and then South on San Jacinto Blvd. to reach their destination.

Their return trip follows the same path.



This Google map represents the path of User Journey #2.

Observations

The current Capitol Complex Wayfinding system does not include clear demarcations for designated bike paths, bike racks or directionals leading to major landmarks or destinations.



5 There is no signage targeted towards cyclists directing to designated bike paths as you enter the Capitol Complex.



5 Signs that identify bike lanes is minimal and typically represented through city signage.



5 Bike Racks within the Capitol Complex are minimal in quantity and are not prominently visible from the street.



5 Building numbers are too small to read at most distances.

User Journey #6

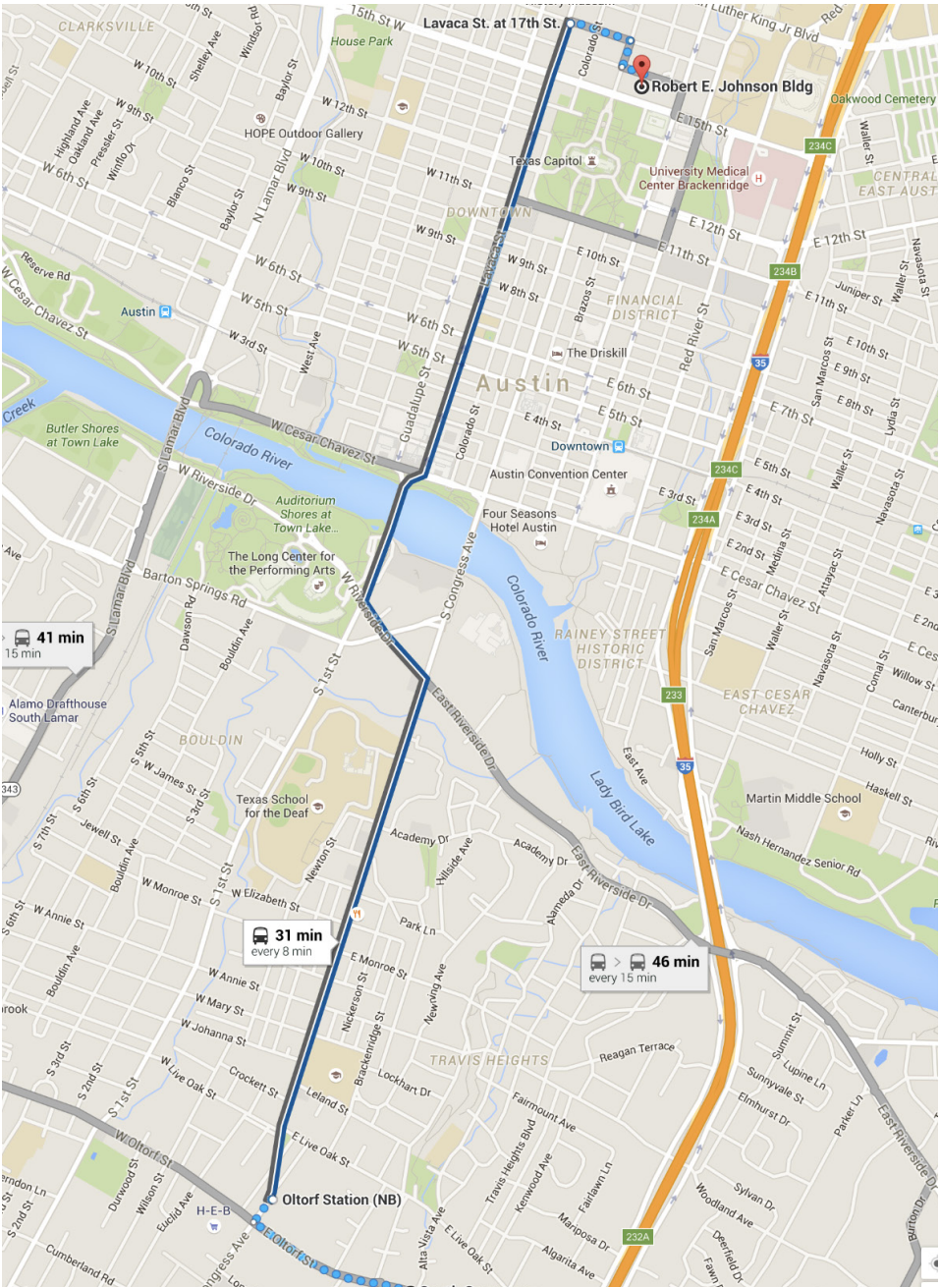
Busing from the West

An employee takes the bus to attend a Professional Development class at the Robert E. Johnson Conference Center.

The user begins her journey south of the river. The bus route travels north via Congress Avenue and over to Lavaca Street to arrive at the Lavaca & 17th Street Bus Station.

Our user then walks east via 17th Street to Congress Avenue, heads south on Congress Ave., and then east on 16th Street to arrive at her destination.

Her return trip follows the same path and bus route.



This Google map represents the path of User Journey #3.

Observations

There is an absence of pedestrian directionals leading from the bus stop to major landmarks. Existing maps at bus stops do not include all destinations within the Complex. This hinders the user's ability to find specific buildings or locations once arriving.



6 Bus stop signage is owned and installed by the city and varies in quality and visibility.



6 There is a lack of Pedestrian-facing signage that directs to major destinations or landmarks within the Capitol Complex.



6 Identification for the Robert E. Johnson Building is obscured by landscaping.

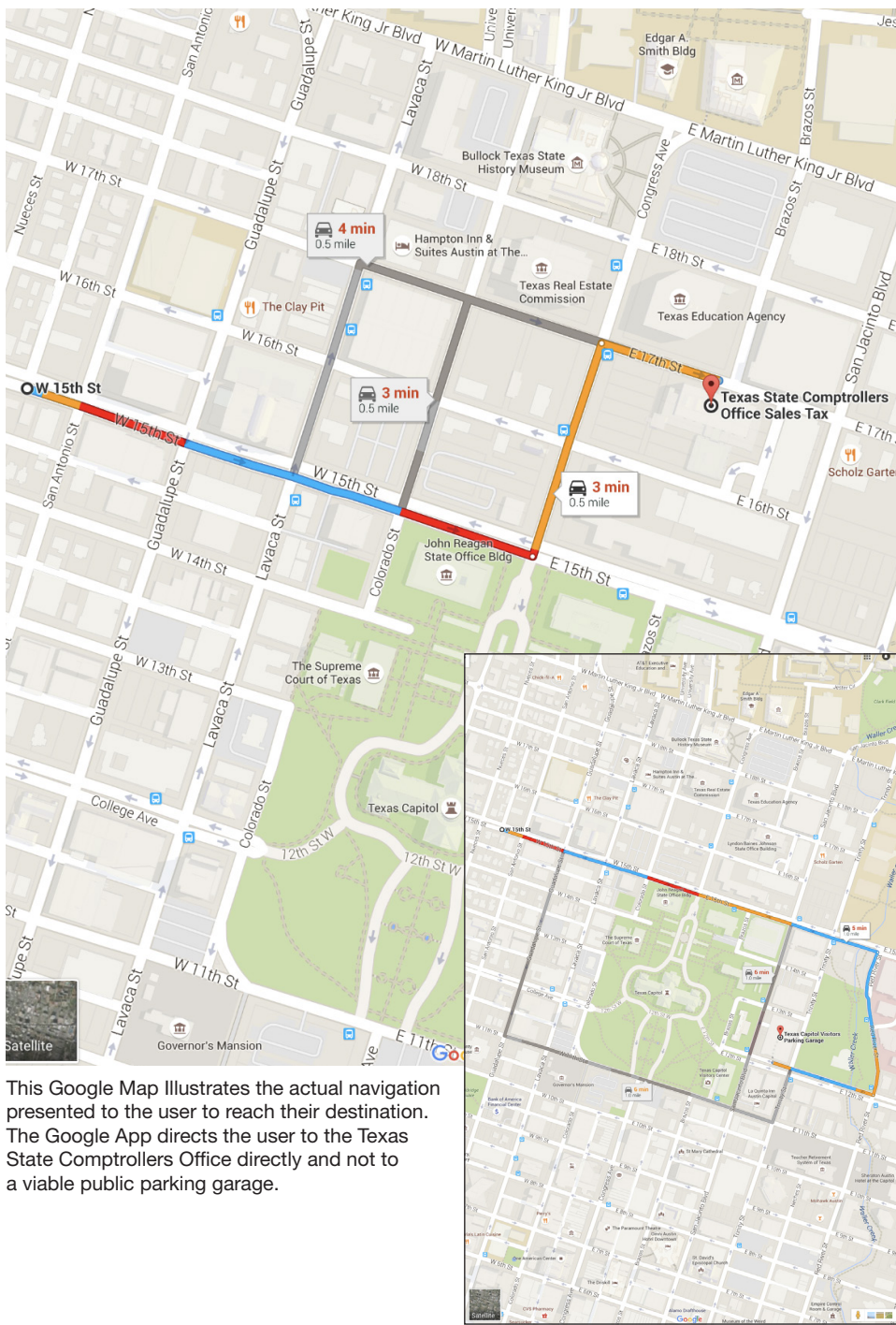
User Journey #7

Driving from the West

An Austin business owner drives to the Comptroller’s office to discuss a recent Franchise Tax bill.

The user approaches the area from 15th Street, east bound, then heads north on Congress Ave. They then proceed east bound on 17th to reach the destination.

The user discovers there is no immediate Public Parking options near the Comptroller’s office. Using Google maps, she discovers that the nearest public parking option is the Capitol Visitor’s Parking Garage.



This Google Map illustrates the actual navigation presented to the user to reach their destination. The Google App directs the user to the Texas State Comptroller's Office directly and not to a viable public parking garage.

When the user searches for “Capitol Public Parking” the Capitol Visitor’s Parking Garage is listed as a primary destination. The user then adjusts their route to accommodate the new destination.

Observations

Vehicular Directionals within the Capitol Complex are minimal and predominately produced by the city. Signs vary in functionality due to maintenance or placement.

Digital wayfinding through Google does not direct the user to public parking. The user has to adjust their search to find viable parking near their destination.



7 Vehicular Directionals are minimal in nature, even on major roadways.



7 Vehicular Regulatory Signage is not clearly visible due to placement and shade from landscaping.



7 The majority of Vehicular Directionals are owned by the city and poorly maintained.

Observations

The following pages document the observations from the user journeys on the previous pages. These findings are organized by signage category.

This section documents the signage and wayfinding observations north of 15th street within the Capitol Complex.

Threshold Locations

User Journey Photos

Texas Facilities Commission

The area is populated with a variety of signage types, representing different entities and jurisdictions. Gateway and threshold signage is absent, so there is not a strong sense of arrival or place.

The effect is disjointed and leaves the boundaries of the Complex ambiguous.



4 Bullock Museum exhibit signage and street banners announce public presence.



4 The Capitol Complex does not have a Gateway presence along MLK.



4 Blanton Museum banners flank the University of Texas mall across MLK from an empty parking lot in Capitol Complex.



4 Bullock Museum branding extends beyond Building Identification signage - begins to set up district language.



4 University of Texas directional signage on the South side of MLK and does not direct to Capitol Complex at all.



4 Building Identification and landscaping used as gateway marker for the University of Texas on MLK.



4 No sense of arrival or formal entry to Capitol Complex.



4 There is a general lack of signage announcing Capitol Complex or district demarcation.



4 There is a general lack of signage announcing Capitol Complex or district demarcation.

Building Identification

User Journey Observations

Texas Facilities Commission

Overall Building Identification signage lacks street presence, is inconsistent, and is often obstructed by landscaping.

In some cases, the age and condition of the identification elements make them difficult to read, and further serve to make the Complex difficult to navigate.



Entries with good signage are overwhelmed by large temporary signage.



4 Building Identification is inconsistent in location and does not appropriately address pedestrian or vehicular traffic



5 Building numbers are too small to read at most distances and there is no signage targeted towards vehicles.



4 Signage is often obscured or hidden by landscaping.



4 Building Identification is inconsistent in font, size and color.



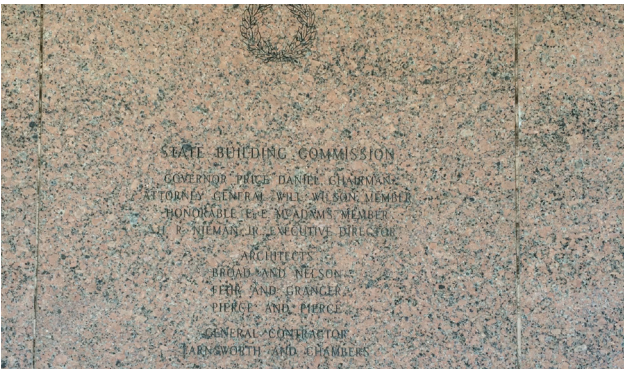
Signage is inconsistent in content at some entries. Legibility varies from entrance to entrance.



Freestanding signage is small, dark, hidden by landscaping and set back from the street.



Messages are difficult to read and lack street presence.



Engraved Building Identification is small, dark, and difficult to read.

Cyclist-Facing Signage

User Journey Observations

Overall Bicycle Signage within the Capitol Complex is minimal and mostly provided through the city or private organizations.



4 The Blanton provides clearly visible markers that notate available Bike Racks to the user.



4 Bike Racks within the Capitol Complex are not marked and are not clearly identified.



5 Bike Racks within the Capitol Complex are minimal in quantity and low in visibility.



4 B-Cycle Stations identify landmarks and locations but do not provide any indication of whether or not the user is within the Capitol Complex Boundaries.



4 B-Cycle maps clearly identify The University of Texas and Capitol Grounds but they do not identify the bounds of Capitol Complex or Texas Facilities Commission.

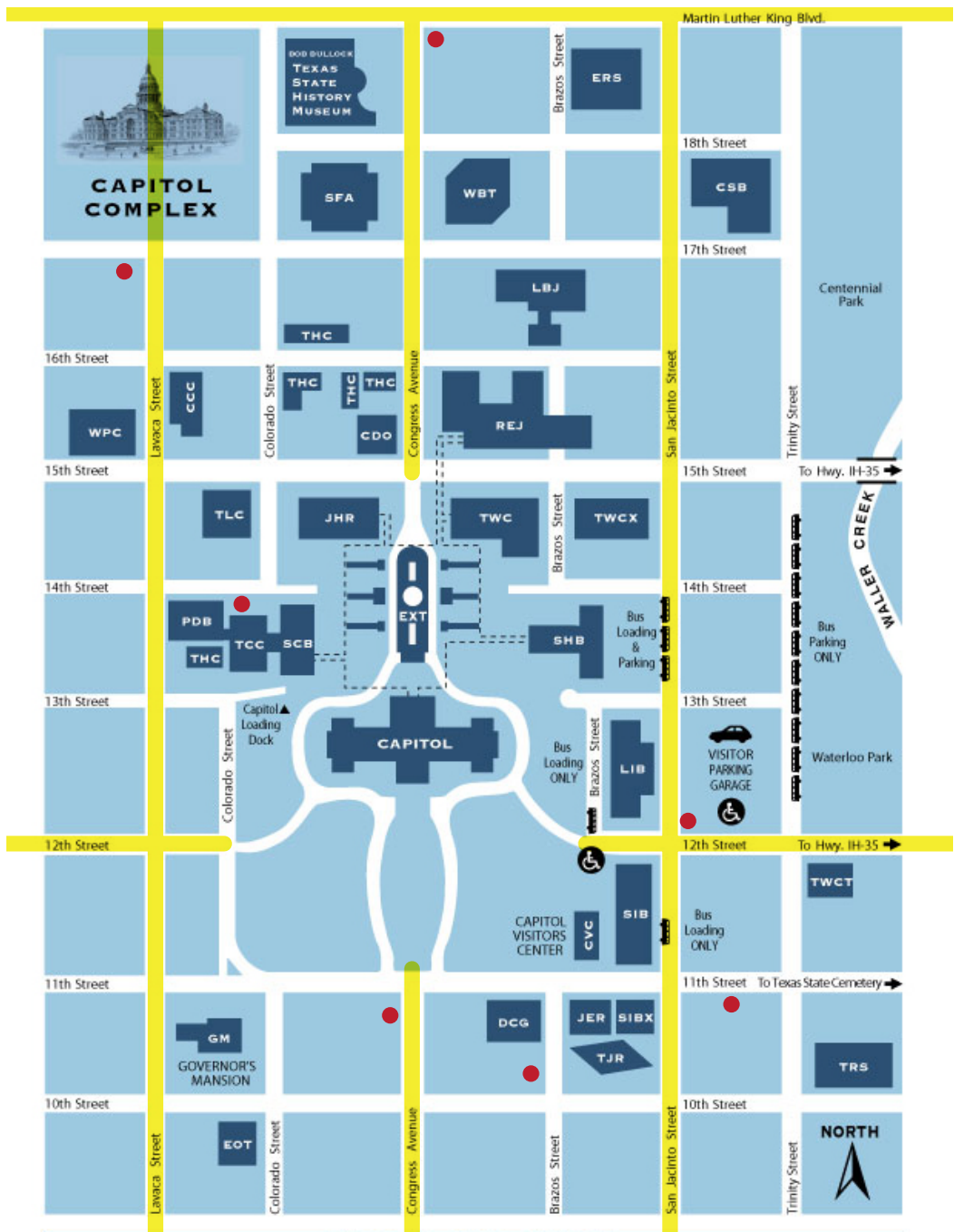


5 Signs that identify bike lanes are minimal and typically represented through city signage.

B-Cycle Stations and Major Bike Lanes

This map locates all B-Cycle stations and major bike routes within the Capitol Complex.

There are a number of B-Cycle stations, and in general the area is fairly easy to navigate on a bicycle, even on those streets without designated bike lanes.



Bus Signage

User Journey Observations

Texas Facilities Commission

Overall Bus Signage is minimal in nature, and does not refer to the Capitol Complex on maps or signs.



4 Signs are minimal in nature.



4 Signage types vary in format.



4 Routes do not denote Capitol Complex.



6 Routes do not denote Capitol Complex.



6 Signs and bus stops are owned and installed by city and vary in quality and visibility.



6 Signs are inconsistently maintained.

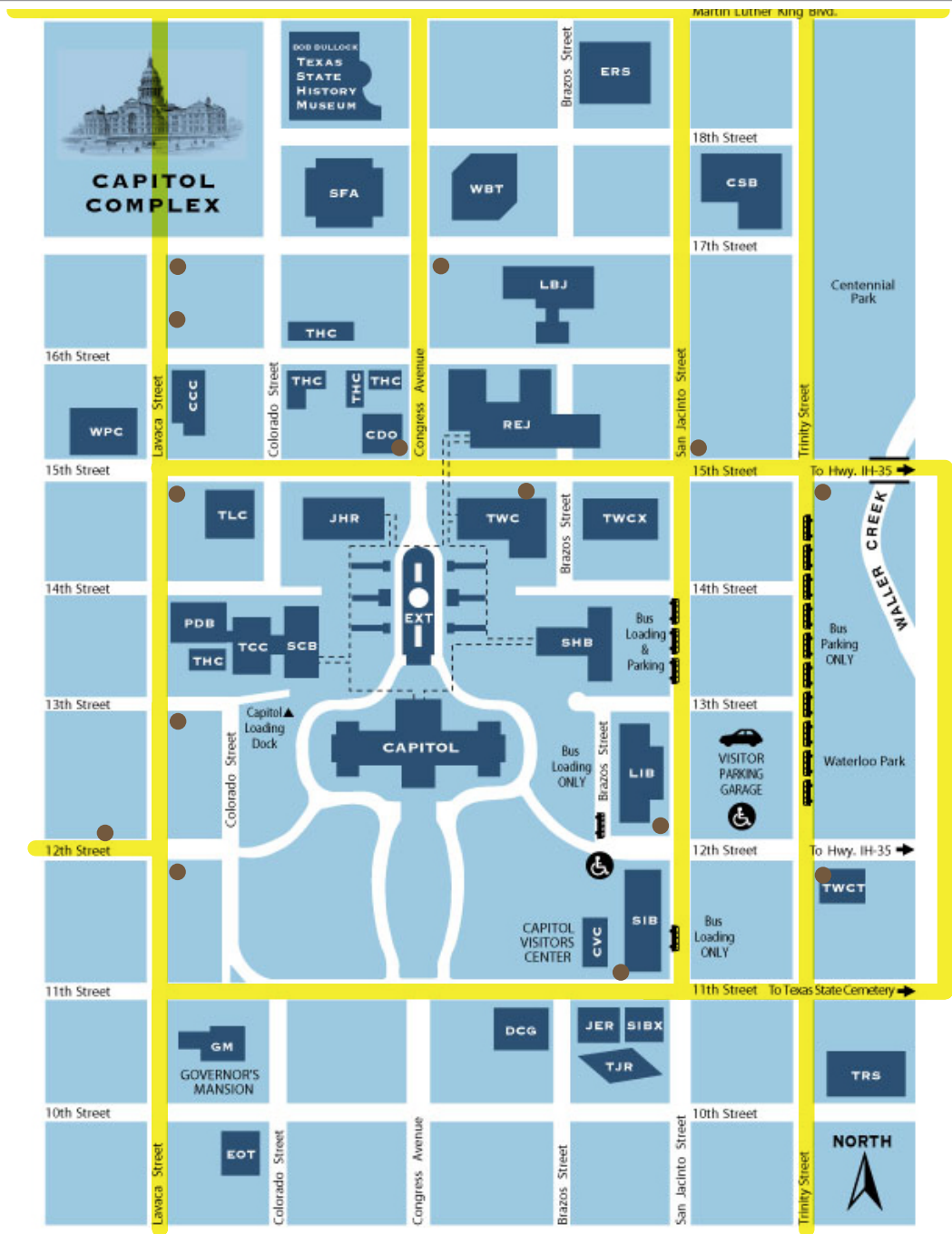


6 One of the few instances where a bus stop has any physical shelter or seating. Capitol stop still does not refer to the Complex.

Capitol Complex Bus Stops and Routes

This map locates all the CapMetro Bus Stops, Private Bus Loading Zones and Designated Routes within the Capitol Complex.

Circulation and wider use of a map may help users and visitors to the district. Location of stops could help to identify where wayfinding and directional signage might be located to best serve visitors.



Texas Facilities Commission

Overall Vehicular Signage is minimal in nature, lacks visibility, and does not carry a consistent look.

Directing to landmarks and public garages in Complex is not done in a deliberate manner, thereby creating a confusing disorienting visitor experience.

Our users encountered vehicular visitors within a block of the Capitol who were relying on directionals and asked directions despite the fact that the familiar pink dome was quite visible.



7 Vehicular directionals are minimal in nature, even on major roadways.



7 Signage armatures and infrastructure are inconsistently installed and maintained.



7 Signage at the Capitol does not direct to alternative routes or methods of entry or directions to nearest the visitor parking.



7 Inconsistent installation methods overwhelm some sign infrastructure.



7 The majority of vehicular directionals are owned by the city and are poorly maintained. Signage does not note Capitol Complex.



7 Signs lack visibility due to placement and shade from landscaping.

Regulatory Signage

User Journey Observations

Texas Facilities Commission

Overall Regulatory Signage is minimal in nature, lacks visibility, and is poorly maintained.

Most of the signage appears to be produced by the City of Austin.



Signs do not indicate intended parking user type. Signs use inconsistent fonts and formats.



Signage armatures and infrastructure inconsistently installed and maintained.



Accessible route signage is minimal in nature.



4 Signs are of poor quality and poorly maintained.



4 Signs lack visibility due to placement and landscaping.



Signage uses multiple sign formats and typography.



Regulatory signs are overwhelming to user and repetitive in nature.



5 Infrequent pedestrian signage and odd placement.



4 Infrequent pedestrian signage and odd placement.



5 Crosswalks do not have consistent signs or markings.

Parking Garage

User Journey Observations

Garage clearance information within the Capitol Complex’s State Garages vary in legibility, placement and appearance.

This hinders the effectiveness for unfamiliar visitors to the district and are very poorly installed and maintained, making for a shabby appearance and unpleasant experience for users.



Garage entryways are unbecoming and unclean in nature. Messages vary in sign type, typeface and overall presentation.



Attendant booths appear disheveled and in much need of refurbishment.



Lack of standard maintenance allows grime to collect resulting in illegibility of important user information.



Some clearance bars are built with low quality wood and are deteriorating.



Clearance bar graphics are faded and messages are inconsistent and do not use proper inch and foot marks.



5 Clearance Bars are inconsistent in size and material. Legibility and typeface vary from garage to garage.



5 Clearance bars are damaged and are no longer informative to the user.



5 Clearance bars are damaged and messages do not contain proper inch and foot marks.

Parking Garage Regulatory Signage

Regulatory signage is often faded, installed improperly and even repetitive manner which reduces it’s functionality and degrades the user experience.

User Journey Observations



Regulatory signage and clearance bar information vary in placement and visibility.



Regulatory signs are faded and no longer visible to the user. Clearance bar information is repetitive and varies in message and appearance.



5 Regulatory information varies in sign type and legibility. Some signs are significantly faded and are no longer functional.



Regulatory signage is repetitive and overwhelming to the user due to various sign types, messages and legibility.



Many Regulatory signs are no longer functional to the user due to deterioration.

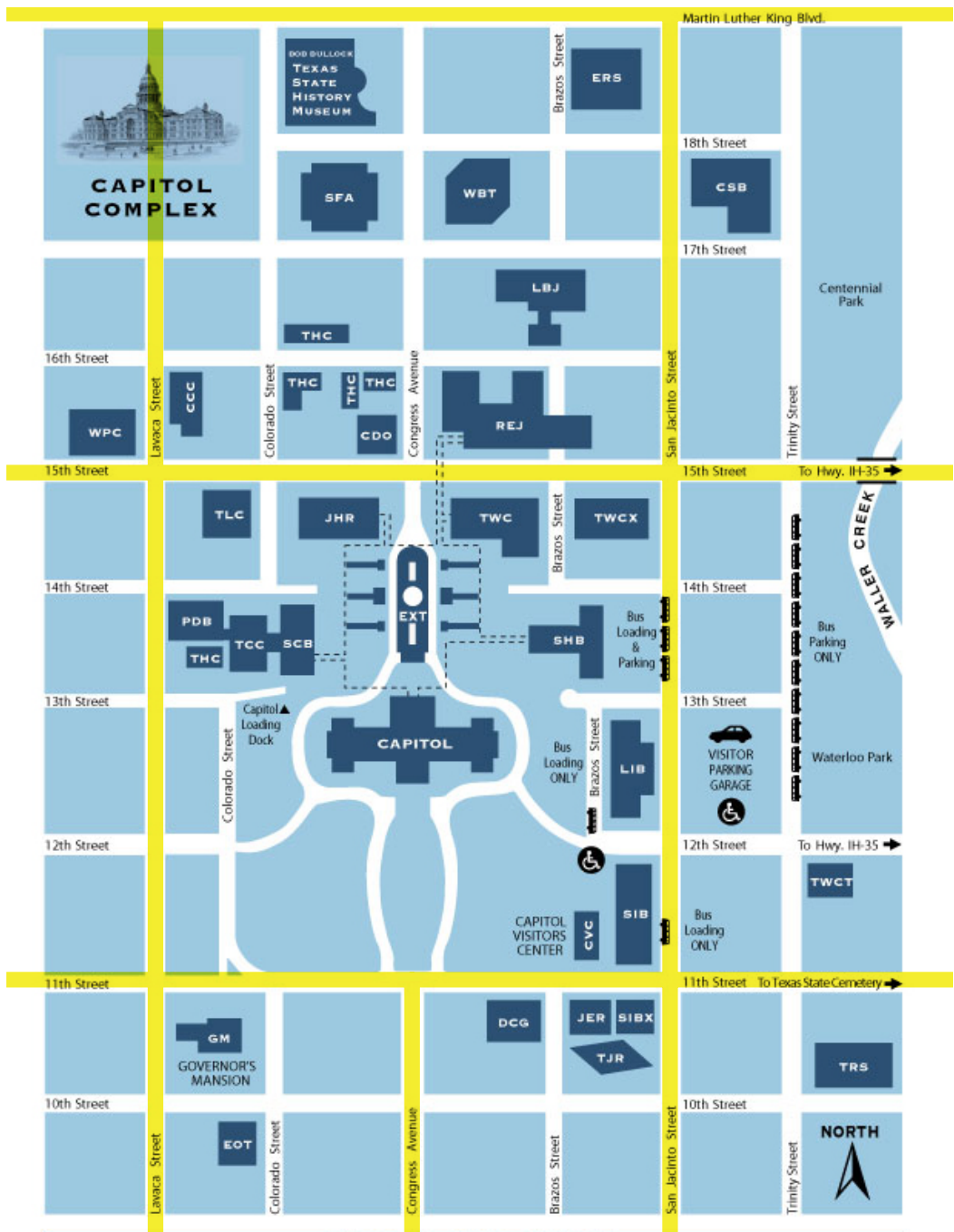


5 Regulatory information varies in placement. Existing signage is located both on buildings and exterior freestanding poles.

Major Vehicular Roadways

This graphic identifies major roadways within and around the Capitol Complex.

The highlighted pathways indicate which areas incur the most traffic and what locations are most visible to vehicles.



Conclusions

Capitol Grounds North of 15th Street

After a thorough audit and assessment of the existing Capitol wayfinding signage, we believe that a consistent system could be designed and implemented to enhance the visitor experience.

- The boundaries of the Capitol Complex are ambiguous. There is no sense of place or arrival for either visitors or State employees.
- Building Identification signage lacks street presence, consistency, and is often obstructed by landscaping, or rendered illegible by condition of building and building ID, making the Complex difficult to navigate.
- Bicycle Signage within the Capitol Complex is minimal and mostly provided through the city or private organizations.
- Bus Signage is minimal in nature, and does not refer to Capitol Complex on maps or signs.
- Vehicular Signage is minimal in nature, lacks visibility, and fails to direct consistently to landmarks and public garages in Complex, creating a confusing and disorienting visitor experience.
- Regulatory Signage is generally produced by the City, and is poorly maintained.
- Garage information within the Capitol Complex varies in legibility, placement and appearance which hinders the effectiveness to the user.
- Regulatory signage is typically faded and repetitive which reduces it's functionality and degrades the user experience.

Recommendations

- Develop a comprehensive wayfinding system within the Capitol Complex that serves to facilitate movement through the district.
- Systematize/consolidate sign types to reduce visual clutter
- Program sign locations to be more effective
- Clarify and provide consistent messaging
- Create sense of place with signage and wayfinding, and use of gateway and threshold markers.
- Add friendly, welcoming language to the wayfinding system
- Add orientation maps to wayfinding system